

# Growth Accelerator

You're in bold growth mode, solving some of the industry's most pressing challenges. Yet the clock is ticking and you need to establish a compelling value proposition to help your company attract prospects and meet its business goals.

Time is of the essence. To get where you need to be and to differentiate yourself in a crowded market, you must swiftly mature your brand, chart a path to support expansion and develop the marketing and communications infrastructure to support it.

## We can help.

We start by aligning leadership to your organization's desired future state and pinpointing the persuasive value propositions for audiences that matter. Our gap analysis between your present and ideal positioning examines your culture, reputation, market share, competition and overall approach to marketing and communications. This intelligence informs our strategy to intentionally – yet swiftly – evolve your current brand and identifies the proper internal structure, tactics, tools and channels to invest in so you can meet your strategic goals.

Armed with a custom marketing and communications roadmap – and based on the levers chosen to accelerate your growth and your resources in place to assist – we are available to either deliver on or guide your team through plan execution.



## Your Results

With us, measurable results can be:



Define company  
value propositions  
by key audiences



Reposition/recast to  
reflect desired growth



Accelerate growth  
and integration



Seize opportunities  
to make healthcare  
better

Trusted strategic communications consulting  
devoted to healthcare providers.

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## Our Process

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### Learn 45-60 Days

We gain insight on your position today versus tomorrow through:

- » Leadership strategy session
- » Leadership and employee polling
- » Stakeholder interviews
- » Competitive research and analysis
- » Review of plans for growth
- » Analysis of traditional and social media



### Build 30 Days

From that knowledge, we construct an assessment report and work to align your leadership on priorities moving forward. That report includes:

- » Topline findings from gap analysis
- » Detailed research
- » Core message platform
- » Recommended priorities to recast the company for growth



### Deliver 30 Days

We develop a detailed roadmap reflecting agreed-upon priorities with milestones, budgets, timelines – and metrics to measure success. From there, depending on your internal resources, we are prepared to serve in an advisory capacity and/or manage tactical execution of the plans we have created together.

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## About Us

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Jarrard Phillips Cate & Hancock, Inc. is a strategic communications consulting firm devoted to helping healthcare providers navigate change, challenge and opportunity. Ranked a top-10 firm nationally, Jarrard Inc. has guided leaders at more than 400 healthcare organizations across the country through high-stakes moments. Our team of former healthcare executives, journalists and political operatives is built to serve the unique needs and challenges of national health systems and academic medical centers; regional and community health systems; and health services companies. Learn more at [jarrardinc.com](http://jarrardinc.com).

Interested in learning more?

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